

SEE INFORMATIONAL MATERIAL ON PAGE 8340

****EXCEPTION TO RETAIL DISTRIBUTION DATES: TRIPIFOODS / McLANE NE****

McLANE NE RETAIL DISTRIBUTION: 3 WKS AFTER PRDT ARRIVAL AT WHOLESAL

Expenditure Data

[illegible]

1997 PROMOTION DELIVERY DATES

VT ESCROW/BOXES/WORKED BY REGION #1610

#1610: 4TH QUARTER PROMOTIONAL CALENDAR

DPC / SALEM TEAR TAPE PROMOTIONS

OCTOBER - DECEMBER '97

| MONTH OF PROMOTION | PROMOTION # | PROMO. TYPE | DESCRIPTION | ADDITIONAL INFORMATION | TO DIRECT ACCOUNTS (PRODUCT/ PREVIOUS/ SLEEVES) | TO RETAIL ACCOUNTS/ ASSEMBLED DISPLAYS | NO. OF OFFERS PER DISPLAY | BRAND STYLES (All Promotional Product is 6W) | PROMOTIONAL UPC #12300- |
|--------------------|-----------------|-----------------|-----------------------|--|---|--|----------------------------|--|---|
| 4TH QTR DPC | 701088 | DPC | .30¢ OFF/PACK WINSTON | DISPLAYS - ITEM #529445 VPRs - ITEM #529451 | TBD | | 40 OFFERS (1,681) | TBD By Responsible Manager | N/A |
| | 701350 | DPC | .30¢ OFF/PACK SALEM | DISPLAYS - ITEM #530123 VPRs - ITEM #531242 | TBD | | 40 OFFERS (528) | TBD By Responsible Manager | N/A |
| SALEM TEAR TAPE | 701497 (T.Tape) | SALEM TEAR-TAPE | .30¢ OFF/PACK SALEM | S/REP TO PAY .30¢/PACK @ STORE LEVEL. TARGETED TO C-GAS OUTLETS. SEPTEMBER / OCTOBER DRIVE PERIOD #709 | 9/2/97 AND 10/6/97 | 9/8/97 AND 10/13/97 | 40 OFFERS (Allocation TBD) | SALEM FF 100 SALEM LT 100 | 24194 (FF) 24195 (FF 100) 24196 (LT) 24197 (LT, 100) |
| | 701498 (T.Tape) | SALEM TEAR-TAPE | .30¢ OFF/PACK SALEM | S/REP TO PAY .30¢/PACK @ STORE LEVEL. TARGETED TO C-GAS OUTLETS. NOVEMBER / DECEMBER DRIVE PERIOD #711 | 11/3/97 AND 12/1/97 | 11/10/97 AND 12/8/97 | 40 OFFERS (Allocation TBD) | SALEM FF 100 SALEM LT 100 | 24194 (FF) 24195 (FF 100) 24196 (LT) 24197 (LT, 100) |

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VT ESCROW/BOXES/WORKED BY REGION #1610

ALL PROMOTIONS WORKED BY REGION #1610

1997 PROMOTION DELIVERY DATES

#1610: 3RD QUARTER PROMOTIONAL CALENDAR
(REVISED 5/8/97)

JULY - SEPTEMBER 1997

****EXCEPTION TO RETAIL DISTRIBUTION DATES: TRIPIFOODS / McLANE NE****
TRIPIFOODS RETAIL DISTRIBUTION: 2 WKS AFTER PRDT ARRIVAL AT WHOLESALE
McLANE NE RETAIL DISTRIBUTION: 3 WKS AFTER PRDT ARRIVAL AT WHOLESALE

| MONTH OF PROMOTION | PROMOTION # | PROMO. TYPE | DESCRIPTION | ADDITIONAL INFORMATION | TO DIRECT ACCOUNTS (PRODUCT/ PREMIUMS/ SLEEVES) | TO RETAIL ACCOUNTS / ASSEMBLED DISPLAYS | NO. OF OFFERS PER DISPLAY | BRAND STYLES (All Promotional Product is 6M) | PROMOTIONAL UPC #12300- |
|--------------------|-------------|-------------|-------------------------|--|---|---|---------------------------|--|---|
| JULY | 700038 | VAP | CAMEL MENTHOL B2G2F | RESTRICTED TO IDENTIFIED DIRECT ACCOUNTS/ RETAILERS | 6/29/97 | 6/29/97 | 20 OFFERS (6/200) | CAMEL MENTHOL CAMEL MENTHOL BOX | 23860 (SLEEVES) 24174 (MENTHOL) 24175 (MENTHOL BOX) |
| | 700038 | VAP | CAMEL B2G2F | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS | 6/29/97 | 6/29/97 | 20 OFFERS (6/200) | CAMEL FIL BOX CAMEL FIL BOX | 23860 (SLEEVES) 24172 (FIL BOX) 24173 (LT BOX) |
| | 700772 | VAP | DORAL B2G2F FLASH LIGHT | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS | 6/29/97 | 6/29/97 | 20 OFFERS (6/200) | DORAL FF BOX FF BOX 100 FF BOX 100 | 23850 (SLEEVES) REGULAR PRODUCT |
| AUGUST | 700038 | VAP | WINSTON B2G2F | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS | 7/29/97 | 7/29/97 | 20 OFFERS (6/200) | WINSTON FF BOX WINSTON FF BOX | 24051 (FF BOX) 24052 (LT BOX) |
| | 700038 | VAP | CAMEL B2G2F TSHIRT | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS | 7/29/97 | 8/1/97 | 40 OFFERS (6/200) | CAMEL FF BOX CAMEL FF BOX | 24051 (SLEEVES) REGULAR PRODUCT |
| SEPTEMBER | 700038 | VAP | WINSTON B2G2F LIGHTS | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS | 8/1/97 | 8/25/97 | 20 OFFERS (6/200) | WINSTON FF BOX WINSTON FF BOX WINSTON FF BOX | 24051 (SLEEVES) REGULAR PRODUCT |
| | 700772 | VAP | DORAL B2G2F | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS | 8/29/97 | 8/29/97 | 20 OFFERS (6/200) | DORAL FF BOX DORAL FF 100 DORAL FF 100 | 23850 (SLEEVES) 22588 (LT) 22592 (LT MEN 100) 22589 (LT 100) 22590 (FF 100) |
| | 700037 | NAVOL | WINSTON CARTON ONSETS | NAVOLINE CIGARETTE ONSETS | 8/29/97 8/29/97 | 8/29/97 | 50 OFFERS (6/200) | WBD WBD SPEC LVC | NA |
| | 700038 | NAVOL | DORAL CARTON ONSETS | NAVOLINE CIGARETTE ONSETS | 8/29/97 8/29/97 | 8/29/97 | 20 OFFERS (6/200) | WBD WBD SPEC LVC | NA |
| | 700037 | SMOK | DORAL CARTON ONSETS | NAVOLINE CIGARETTE ONSETS | 8/29/97 8/29/97 | 8/29/97 | 20 OFFERS (6/200) | WBD WBD SPEC LVC | NA |

7/1/97 PROM DATE XLS

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ALL PROMOTIONS WORKED BY REG. 100

1997 PROMOTION DELIVERY DATES

#1610: 3RD QUARTER PROMOTIONAL CALENDAR
(REVISED 5/8/97)

JULY - SEPTEMBER 1997

****EXCEPTION TO RETAIL DISTRIBUTION DATES: TRIPIFOODS / McLANE NE****

TRIPIFOODS RETAIL DISTRIBUTION: 2 WKS AFTER PRDT ARRIVAL AT WHOLESALE

McLANE NE RETAIL DISTRIBUTION: 3 WKS AFTER PRDT ARRIVAL AT WHOLESALE

| MONTH OF PROMOTION | PROMOTION # | PROMO. TYPE | DESCRIPTION | ADDITIONAL INFORMATION | TO DIRECT ACCOUNTS (PRODUCT PREMIUMS / SLEEVES) | TO RETAIL ACCOUNTS / ASSEMBLED DISPLAYS | NO. OF OFFERS PER DISPLAY | BRAND STYLES (All Promotional Product is 6M) | PROMOTIONAL UPC #12300- |
|--------------------|------------------------|-----------------|----------------------------|---|---|---|-----------------------------------|--|--|
| 3RD QTR DPC | 701103 (1st) or 701105 | DPC | 30% OFF/PACK CAMEL | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/RETAILERS | 8/9/97 | 8/8/97 | 40 OFFERS (9589) | CAMEL FIB BOX CAMEL ST BOX | 24255 (FIB BOX) 24256 (LT BOX) |
| | 701104 (1st) or 701106 | DPC | 30% OFF/PACK CAMEL MENTHOL | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/RETAILERS | 8/18/97 | 8/28/97 | 40 OFFERS (2501) | CAMEL MENTHOL BOX CAMEL MENTHOL ST BOX | 24257 (MENTHOL BOX) 24258 (MENTHOL ST BOX) |
| | 70048 | DPC | 30% OFF/PACK WILSON | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/RETAILERS | 7/18/97 | 7/18/97 | 40 OFFERS (9589) | WILSON WILSON ST | 24259 (WILSON) 24260 (WILSON ST) |
| | 701115 (1st) or 70009 | DPC | 30% OFF/PACK DORAL | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/RETAILERS | 7/18/97 | 7/28/97 | 40 OFFERS (9589) | DORAL FF DORAL FF 100 DORAL FF 100 DORAL FF 100 | 24261 (FF) 24262 (FF 100) 24263 (FF 100) 24264 (FF 100) |
| | 70135 | DPC | 30% OFF/PACK SALEM | RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/RETAILERS | 7/28/97 | 7/28/97 | 40 OFFERS (9589) | SALEM SALEM ST | 24265 (SALEM) 24266 (SALEM ST) |
| SALEM TEAR TAPE | 701117 (1st) or 701118 | SALEM TEAR TAPE | 30% OFF/PACK SALEM | TARGETED TO CIGARETTE SALES | 8/8/97 | 7/18/97 | 40 OFFERS (10000) (10000) (10000) | SALEM FF SALEM FF 100 SALEM FF 100 SALEM FF 100 | 24184 (FF) 24185 (FF 100) 24186 (FF 100) 24187 (FF 100) |
| | 701117 (1st) or 701118 | SALEM TEAR TAPE | 30% OFF/PACK SALEM | TARGETED TO CIGARETTE SALES | 8/8/97 | 8/8/97 | 40 OFFERS (10000) (10000) (10000) | SALEM FF SALEM FF 100 SALEM FF 100 SALEM FF 100 | 24184 (FF) 24185 (FF 100) 24186 (FF 100) 24187 (FF 100) |

W/1/97 PROMOTIONAL

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ALL PROMOTIONS WORKED BY REGIONS 600